



THE IVY NETWORK CORPORATION

242 - A YALE STATION • NEW HAVEN, CONN. 06520 • (203) 787-0711

S. L. MAIER
PRESIDENT

MARK J. HOFFMAN
SECRETARY - TREASURER

September 25, 1971

TO: ALL MEMBER STATIONS

RE: ENCLOSED BROADCAST ORDERS

The enclosed orders are the only notification you will receive this year when spots are placed with you. No contracts will be mailed—the service agreement is our contract. Whenever a buy comes in, one of these broadcast orders will be sent to you specifying EXACTLY when the spots are to be run. You must adhere to this schedule. Each broadcast order has been tailored for each station to fit the vacation schedules I asked for earlier in the year. To the best of my knowledge, no spots have been scheduled during school vacations or sign-off periods.

Affidavits must agree with these sheets. Any make-ups necessitated by mechanical failure, etc., must be noted either on a separate letter or on the affidavits.

DO NOT ALTER THESE SCHEDULES WITHOUT NOTIFYING US IN NEW HAVEN!!!!!!
If you disagree with part of the schedule, contact Mark Hoffman immediately. I hope that these sheets will help each station schedule spots and prevent over-running of spots and not meeting contract requirements.

Pay particular attention to the following:

- 1) ALL SPOTS ENCLOSED ARE FOR "A" TIME.
 - 2) Affidavits are due EACH month on the 15th. Penalties are assessed after that.
 - 3) Unless we hear from you, we assume you have accepted the terms of the broadcast order.
 - 4) If you get the order late, make up missed spots immediately, preferably during the month of September.
 - 5) Bonus spots on Budweiser contracts must be affidavitated.
 - 6) On all orders, arrows show continuation of the number before it, and stop in the box of the last day that sequence is to run.
- Hold on to these sheets—if lost, I'll send another upon request.

PLEASE DO NOT DEVIATE FROM THESE SCHEDULES. ADVERTISERS HAVE REQUESTED THAT SPOTS BE PLACED AS SHOWN IN THESE ORDERS.

WHERE FUTURE AMERICA LISTENS AND LEARNS:

BROWN: WBRU	COLUMBIA: WKCR	CORNELL: WVBR	HARVARD: WHRB
DARTMOUTH: WDCR	PENNSYLVANIA: WXPB	PRINCETON: WPRB	YALE: WYBC
WESLEYAN: WESU	UNION COLLEGE: WRUC	MIT: WTBS	WILLIAMS COLLEGE: WMS
BOSTON UNIVERSITY: WTBU	LEHIGH: WLRN	RUTGERS: WRSU	BOSTON COLLEGE: WVCB

AND AFFILIATED STATIONS